

# The Billboard

APRIL 13, 1957

PRICE 35¢

SECTION TWO

# Spring Special

featuring the 1957

outdoor amusement  
directory issue





the Best merry-go-round you can buy

**ALLAN  
HERSCHELL**



...and the Best miniature train you can buy



from one Dependable source...

**ALLAN  
HERSCHELL**

**ALLAN HERSCHELL COMPANY, Inc., and MINIATURE TRAIN DIVISION**  
104 OLIVER ST. NORTH TONAWANDA, N. Y.



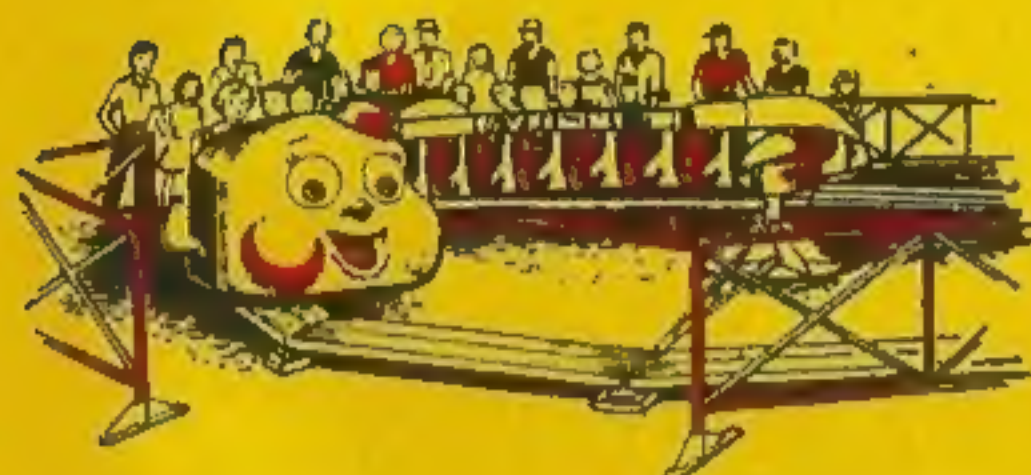
**OUR POLICY for 77 years:**  
 to give you rides that are  
 ★ BUILT BETTER  
 ★ TO LAST LONGER  
 ★ WITH LESS MAINTENANCE  
*Allan Herschell Co., Inc.*



KIDDIE TANK RIDE



KIDDIE BOAT RIDE



JOLLY CATERPILLAR



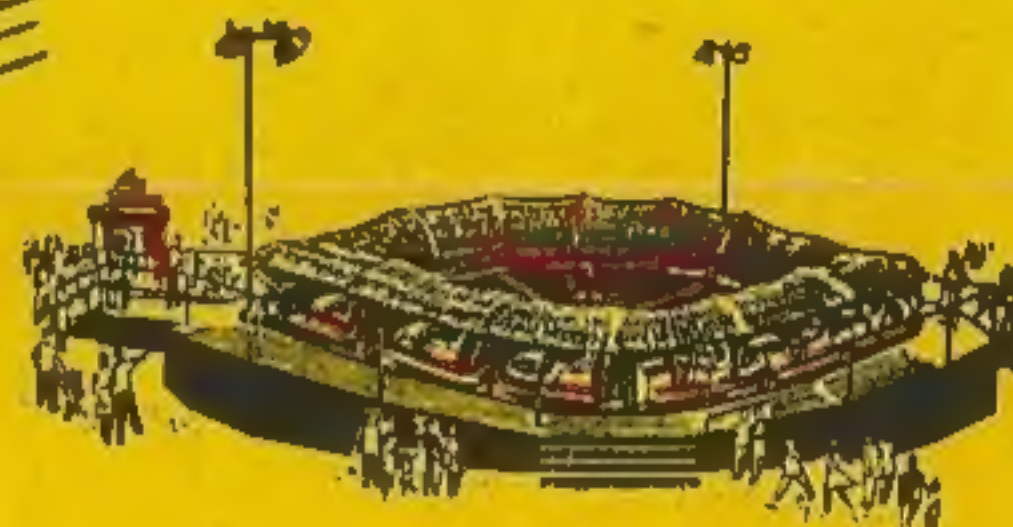
ROADWAY RIDE



NEW!  
TWISTER



NEW!  
MERRY-GO-ROUNDS



CATERPILLAR



KIDDIE AUTO RIDE



NEW!  
ROLLER COASTER



MINIATURE TRAIN



SKY FIGHTER



KIDDIE BUGGY RIDE



NEW!  
RODEO

*Best Investment You Can Make  
 Is An Allan Herschell Amusement Ride*

**ALLAN  
 HERSCHELL**  
 COMPANY, INC.  
 NORTH TONAWANDA, N. Y.



# Kids Do Their Own Piloting In The

# ALLAN HERSCHELL HELICOPTER RIDE



This ad by David E. Bradley Jr., designer and licensor. Patents applied for.

The kids get a kick out of this ride and the owners do also when they see the money rolling in from Allan Herschell's great new Helicopter Ride. In less than one year the Helicopter has become one of the top amusement rides, appealing to park and kiddieland operators and to carnival owners.

The following 22 have placed orders for this ride:

Mac Duberges, Toronto  
Royal American Shows, Tampa  
Playland Park, San Antonio, Tex.  
Spring Lake Amusement Park,  
Oklahoma City  
Ward's Kiddieland, Coney Island  
Playtown Park, Morton, Pa.  
Art Fritz, Chicago  
Capital Corporation, Houston, Tex.  
Kiddieland Park, Rockford, Ill.  
Olympic Park, Irvington, N. J.  
Thomas Bros.' Shows, Lennox, S. D.

Euclid Beach Park, Cleveland  
Hunt's Pier, Wildwood, N. J.  
The Glen, Williamsville, N. Y.  
Earl Purdie, Richmond, Va.  
Milton Jensen, Independence, Mo.  
Northfield Kiddie Park, North Randall, O.  
Playland Park, Pensauken, N. J.  
Olson Shows, Hot Springs, Ark.  
Ed Sweet, Mooresville, N. C.  
World of Mirth Shows, Richmond, Va.  
Bernard Arent, Toronto

## For Your Own PRIDE, PLEASURE and PROFIT—

### A Complete Kiddieland by Allan Herschell

Kiddielands are a fascinating business. It is fun to entertain children and fun to make money. Now is the time to get ready for the boom in the birth rate. Write or phone for information on Allan Herschell's complete Kiddieland service . . . rides, accessories, layout and financing.



Merry-Go-Rounds • Miniature Trains • Boat • Auto • Portable Roller Coaster • Sky Fighter • Tank • Horse and Buggy • Jolly Caterpillar • Helicopter • Roadway Ride • Rodeo • Gasoline Sports Cars • Twister • 18-car Cat • Record Player • Records • Tapes • Ride Timers • Canvas

**ALLAN HERSCHELL**  
Company, Inc.

104 OLIVER ST.  
NORTH TONAWANDA, NEW YORK

FINANCE  
PLAN  
AVAILABLE